and Saturday SHING COMPANY

nnum-in advance. first insertoin ent insertion

r three months or long-

ade at reduced rates. leations which subserve erests will be charged for and tributes of respect

parged for. er Watchman was foundand the True Southron in be Watchman and Southron the combined circulation and of both of the old papers, anifestly the best advertising in Sumter.

ET US GIVE THANKS.

tmas should be at all times pplest period of the yearrejoleing, of reunion, of thanks. We sh ild be very thankful ear. We should feel in ou souls the greatest gratitude many blessings that are ours thanksgiving of a smug self ncy; but the real thinksgiv omes from a humble and a

no one who will starve in unity. There is no one who ngry tomorrow, if anyone ie sufferer knows it Our are unusually well, strong There has been no epi lighting disease. During fall comment upon the health and beadtiful weath en universal. There has cally no suffering and no same conditions prevai community today is as thy and happy. If there onal case relief follows pon the expression of

ur mighbors across the e is abject poverty. Want unchecked in many hidover the wasting bodies en, and little children. thousands of little chito in all their wretched lives and misery have never had thousand little children day. Just as if every man and child in the state of rolfos, and this number muly two, were slowly dying o today. This condition could vall in South Carolina for the rest of America would an their sister state riche. ch a lavish hand that she have to say: "Hold! Enough." across the teas! Let us quote few sentences from a repor. the hunger districts: "In town of about ten thousand nts the teachers showed u unon their desks the writter which had been sent in by grents: "Flease excuse John had today, because we have od in the house; Karl can not to school today, because he has othing to wear and we have hoth-

children who were in the s were clean and neat-looking or the most part, but there were no osy saces, only faces pale and listess, old and whened. For those who were caught in war's ruthless wake all development was arrested. They were backward mentally as wen as stunted physically with sad, even wicked expressions on their faces. Pheir heads looked as old as men's: their bodies pathetically little and deformed. Their usual fare was a spring weed with long leaves, boiled in salt and water. It was bad enough to hear school children talk of having no milk, but when mothers told and "Puritan." It is natural enough of bringing up their babies or. a brev that the words should be regarded nade of par and corn and a pap of as synonymous, but in fact the two sats and was , human endurance had nothing necessarily to do with eemed to be put to the last test. Can each other. ou imagine a child that looks like a frog? Big eyes staring out of and then came to America left Engsonstrous head; an abdomen of land, as much as anything, to ver huge proportions; pathetic, distort- away from the Puritans. The Piled haby legs such wa sa boy of six grims were dissenters, but were not whom we visited. The result of on- arrogant about it. All they wanted durfeeding; and there are tens of was to worship God in their own way. the this is sad enough; but ed power, used it as ruthlessly as the how infinitely sad is the suffering o' established church had done. mothers and fathers who worn and Thus the Pilgrims brought to Amerto look helplessly upon the untold dom did not last, because their colony suffering of their children, while they was soon deluged with Puritans, who say over and over again, 'If it were impose dtheir intolerance on, Masenty all over with."

This is one of the latest gruescare when they obtained a majority there. of the many pathelic reports that are This fact should be remembered in ery of distress is answered as som neers who, though they soon lest as heard. Over there the mothers, control of their own colony, have a alhers, and little children are hold- ecure place in history and have playheart-breaking cries for succor and is not they who are to blame for the relief the heavens seem but brass religious bigotry and moral narrowand their prayers are unanswered. ness of which their colony is so often

thenkegiving, while in our humility followed . them.

we bless God's holy name and worder why we are so favored among the children of His hand.

GOVERNMENTAL ECONOMY.

Ever since Senator Aldrich mad his memorable statement that \$30), 000,000 a year might be saved by the government out of a total expenditure of less than \$1,000,000,000, by re-organizing governmental depart ments and methods, the public has been expecting a general overhauling by congress. The demand has grown stronger with the great increase of expenditure caused by the war. But always hope has been deferred.

Congress now promise saction. A ananimous resolution has been adopted for the appointment of a join committee of six to go over the governmental machinery and formulate plans for eliminating duplication of lines. work, discontinuing overlapping bureaus and commissions and reducing administrative and legislative costs tee, says he is convinced it will be possible to save nation \$1,000,000,-000 a year.

The inquiry may take as much as two years. A good start in prantical efficiency will be made, however, if the new budget bill goes through as t is expected to do. The public then wil lendure the present tax burden a little more cheerfully, in the prospect of seeing some approximation to real business efficiency attained at Washington in the near future

THE GERMAN DEBT.

The conference of international inanciers at Brussels, dealing with he liquidation o fallied war claims He too, must be held in line so that of midnight against Germany, has brought to the a double problem faces the automo- shower bounded of light what a Paris newspaper calls "the first formal violation of the Versailles treaty." There have been retailer and consumer is the newspa- man, Mitchell Edens, brother of the many evasions, but the present instance seems nothing less than deliberate violation in a matter of great

The German government has included in its budget for next year a provision for 12,000,000,000 marks (normally about \$3,000,000,00) for national publications. On the other secres of friends called to command the payment of interest on the Ger- hand, modern merchandising meth- late the pappy count man national debt. The reparations section of the Versail es treaty pro-vides specifically that "sums for reppay shall become a charge upon all my opinion as the use of the newspa- years. She is an accompli-

obligations to France and the other mediate sales. The manufacturers are prosperous and popular farmer of allies, there could be no objection to six months from now. ner using public funds to pay interest on her own public debt. But bile manufacturer was less mindful. Mr. and Mrs. Edons will soon be Germany is in arrears in her pay- of how he spent his advertising funds, at home to their friends in their new world ments, particularly to France, and in one case at least has shown no sign hundred cents worth of returns for London, Dec. 23.—An admirally of intent to pay. The French cannot every dollar spent, and as sales are committee has recommended Chat- lame, the balt, the plan forget, too, that the domestic inter- really what he wants and the "con- ham, Devenport and Portsmouth, the inflow, the shating is of leve est payment with which the German to the clusive fish he wants to the three chief naval ports of the Maye we not hope all of these to comment is so much concerned is to employ the medium in each comthe interest on the money which Germany raised for the express purpose day and has a greater chance of or buried at sea during the war.

The token may be slight, not we for buried at sea during the war.

The token may be slight, not we for buried at sea during the war.

The token may be slight, not we for buried at sea during the war.

The allies naturally feel no inclination to have the interest on the war fund taken out or their own pockets. Germany's first obligation is to them. The United States is concerned in the matter figancially as well as morally, because France carnot repay what she owes this country unless Germany pays her. In fact, German reparation is the groundwork of general economic reconstruction.

PILGRIMS AND PURITANS.

Comment on the recent Plymouth eremonies has shown again the general confusion of the terms "Pilgrim"

The Pilgrims who went to Hollard gands of little children over ther. The Puritains, as soon as they obtain-

gard through their own want have ica religious freedom. But that freesachusetts just as they did in England

ining to us today. In America a justice to those simple, humble piobg up their trembling hands in pit- ed so big a part in the ercation of appeal for bread; but to the American institutions and ideals. It In America today this Christman accused. It is the more aristocratic. ine should be one of sympathy and proud and self-righteous Puritans who

AUTOMOTIVE ADVERTISING.

Reasons Why the Newspaper Must. Figure Largely in the Plans of the Automobile Manufacturer.

(By Frederick I. Lackens, Advertising Manager, The Allen Motor Co), Henry Curts Edens,

conditions of the past four years and the rather abrupt return to the ne- sohn's wording march were sounded, accept that position again so he may spend even many it

generally. Representative Reavis of or four years that they became flab-Nebraska, who will head the commit- by in their methods-particularly in Then came the groomsmen, T. W. report to the people of the state. At system, their advertising. They talked prestige, they specialized largely in "in- Walter Moore, followed by the dames of their conclusions and suggestions education and a sound but real selling arguments. They used grown, and Mrs. B. W. Segars, Jr., property of South Carol or ras re- belog Fouth Carolina

> was dropped in their midst, adver- and green tulle. Next little Frank Frequently in their report of the industry and in getting into theffy hows and sashes of tube, seat- I trustdirect contact with this public in the tered rose petals in the path of the

Nor is the dealer to be knowledge of advertising to know I'. Moore, They were not at the that the best contact medium between faltar by the badegroom and his beper. By the use of the newspaper bridgeroom. Here the wedding livi the manufacturer accomplishes a march changed to soft sweet strains double purpose-reaches the consum- of "Traumeri" and the Rev. J. A. er'effectively and encourages his local bowns of Charlotte with the beautidealer at the same time.

The newspaper is also more ible than's national medium. Where Immediat a national distribution is not enjoyed. Informal recoption was held at the it is wasteful to employ the purely home of the bride's father, where her revenues prior to that for service bern nothing so quickly and easily manipulated. It is the one method personality has won many friends of or discharge of any domestic loan." for quick results and the big need who rejoice that her marriage will standing, hard and report of the property of the standing of the property of the pro If Germany were meeting all her in automotive business today is im- not take her away. Mr. Edens is a not so much concerned about business the Da'zeli community and is a yours

Less than a year ago, the automo- faculties. "Come casy—go casy." Now it is bungalow near Dalzell. different, he is going to demand a

er was arrested.

layman it means, in a vague way, a the color scheme being plak and securing pledges, Thereis,

To the manufacturer, merchant or musical program was rendered by anyone else who has something to Miss Cornelia White, a cousin of the legislature have

When the price-cutting bombshell chrysanthemness and tied with pink of tangible personal property." In a critical period, in

Hansford, Washn., Dec. 24, -- A peeted soon to end the state of war warms whiskey still in full operation was between Flume and Haly. A bar- Mar we be so excluded by the discovered in a church basement when tage of proclamations is huried and to enclose others, in the name the church caught on fire. A butch-

sister of the bride, attired in blue, ression and wish to commend their

Now is a good time to buy and move Rees. I have some that I am willing to sell at reasonable prices. They are in improved hives movable frames, and the bees all right. There is nothing that will pay more profit on the investment, with as little work, as a hive of bees. If you want any see me quick. I am preparing to move the location of my apiary and would like to dispose of what I have for sale before moving.

22) W Hampton Ave., Or At The Item Office

